

KEITH W RHEAULT
Superintendent of Public Instruction

GLORIA P. DOPF
Deputy Superintendent
Instructional, Research and Evaluative
Services

DOUGLAS C. THUNDER
Deputy Superintendent
Administrative and Fiscal Services

STATE OF NEVADA



SOUTHERN NEVADA OFFICE
1820 E. Sahara, Suite 205
Las Vegas, Nevada 89104-3746
(702) 486-6455
Fax: (702) 486-6450

MOODY STREET OFFICE
1749 Moody Street, Suite 40
Carson City, Nevada 89706-2543

DEPARTMENT OF EDUCATION
700 E. Fifth Street
Carson City, Nevada 89701-5096
(775) 687 - 9200 • Fax: (775) 687 - 9101

July 19, 2006

MEMORANDUM

NSLP 2007-04
RCCI 2007-05
SMP 2007-04

To: All Child Nutrition Sponsors

From: Pat Cook and Katherine Stewart, RD, CPFM
Office of Child Nutrition and School Health
Nutrition Education Program Consultants

Subject: Food Nutrition Services Launches New Eat Smart. Play Hard.™ Kids' Web Page
and Healthy Lifestyle Web Page for Parents

The USDA, Food and Nutrition Service (FNS) has launched two new web pages that will help kids, parents, and caregivers to Eat Smart. and Play Hard.™ The new resources will also assist children and families in putting the new Dietary Guidelines and MyPyramid recommendations into action.

The Eat Smart. Play Hard.™ kids' web page connects kids to healthy eating and physical activity experiences within the community. It provides kids with interactive learning and skill-building experiences in a virtual community setting. The web page encourages and motivates kids to make better lifestyle choices using kid-friendly entertaining techniques. Power Panther, the campaign spokes-character, leads kids in exploring the Town Library, Theater, Fitness Center, Power Tunes Store, Post Office, Eat Smart Grill, Fun Times Arcade, and Travel Center. Behind each door in this virtual community, kids learn healthy lifestyle skills through geography, music, reading, and science activities. This web page is filled with songs, experiments, activity sheets, comics, clipart, worksheets, games, posters, e-cards, recipes, and other materials that help to form and reinforce healthy behaviors.

The new Healthy Lifestyle web page provides parents and other caregivers with tools for healthy living including tasty, low cost menus and recipes that meet the new food guidelines. The web page has a handy Calorie Burner Chart, the MyPyramid Tracker, and the Eat Smart. Play Hard.™ Tracking Card. FNS developed these resources to help parents make the MyPyramid guidance a part of their daily lives and set a good example for kids."

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Discover the Eat Smart. Play Hard. TM kids' web page at:

www.fns.usda.gov/eatsmartplayhardkids

Eat Smart. Play Hard. TM Healthy Lifestyle web page at:

www.fns.usda.gov/eatsmartplayhardhealthylifestyle

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